

Cooperative Marketing

Program Summary for the Fiscal
Year Ending June 30, 2013



Division of Tourism

Working together to lead Missouri in becoming one of America's most memorable tourist destinations.

Table of Contents

FY1995 through FY2013 Program Overview and Analysis	1
Figure 1 – Missouri Tourism Regions	1
Figure 2 – Awards/Reimbursements by Tourism Region	2
Figure 3 – Awards by Marketing Activity	2
Figure 4 – Award History by Marketing Focus	3
FY2013 Program Overview	3
Figure 5 – Awards by Marketing Activity	4
Figure 6 – Summary of Awards/Reimbursements by Marketing Focus	4
Figure 7 – Awards/Reimbursements by Tourism Region	5
FY2013 Assessments - Combined Data	5
Figure 8 – Combined Summary Data for Projects Targeting the Leisure Traveler	6
Figure 9 -- Combined Summary Data for Projects Targeting the Media	7
Figure 10 – Convention Marketing Summary Data	8
Figure 11 – Amateur Sports Marketing Summary Data	8
Figure 12 – Tourism Research Summary Data	8
Figure 13 – Awards and Reimbursements by DMO	9
Figure 14 -- Civil War Awards and Reimbursements	9
Figure 15 – Missouri Jewels Program Summary	10
FY2013 Assessments – Individual Projects	10
Marketing to the Leisure Traveler	11-43
Marketing to the Media	44-45
Marketing to the Event Planner	46-55
Marketing to the Civil War Enthusiast	56-57

History:

Through the end of the 2013 fiscal year, the Cooperative Marketing Program supported approved destination marketing organizations (DMOs) with state funding awards of approximately \$50.4 million for advertising and marketing projects totaling more than \$102 million.

Figure 2

FY95 - 13 Awards/Reimbursements by Tourism Region

Tourism Region	# of Projects	Awards (Millions)	Reimbursements (Millions)
Central	276	\$8.5	\$7.8
Northeast	272	\$11.6	\$10.7
Northwest	312	\$11.8	\$10.6
Southeast	164	\$1.5	\$1.3
Southwest	224	\$17.0	\$16.2
Total	1248	\$50.4	\$46.6

Figure 2 illustrates the totals of FY1995 through FY2013 program awards and reimbursements by each of our five tourism regions.

Figure 3 reflects the total budgets of approved projects by marketing activity type for the period FY1995 through FY2013. Media advertising, this includes the placement of destination advertising in print, broadcast and internet outlets.

Areas of Focus:

The Cooperative Marketing Program provides reimbursement of up to 50% of eligible expenses incurred by certified DMOs for the fulfillment of approved tourism marketing projects designed to increase the economic impact of tourism throughout Missouri. To be considered tourism marketing, a project must specifically target the potential visitor who must travel a minimum of fifty miles to reach the destination. The four general areas of focus for funding available through the co-op program are 1) marketing to the leisure traveler, 2) marketing to the media 3) marketing to the event planner and 4) tourism research.

Figure 3

FY95 - 13 Awards by Marketing Activity	Budget Totals (Millions)	% of Budget
Media Advertising	\$88.1	86%
Collateral Material Development & Printing	\$5.0	5%
Billboards, PR, Audio Visual Materials, Websites, Direct Advertising & Other Marketing	\$6.1	6%
Production & Non-Marketing Activities	\$3.1	3%
Total Marketing	\$102.3	100%

1. Marketing to the Leisure Traveler - Performance-based tourism marketing projects that target the leisure traveler are the primary focus of the Cooperative Marketing Program. The following categories provide funding opportunities designed to satisfy a wide-variety of marketing needs.
 - Missouri Jewels Program - Technical assistance and funding for the development of an appropriate tourism website, tourism marketing brochure and/or pre-market visitor research.
 - Civil War 150 Promotion - Advertising and marketing that are designed to increase exposure and attendance of Civil War 150 attractions.
 - Small Project Marketing - Simplified category for small projects and a variety of tourism marketing activities.
 - Leisure Travel Marketing - Various tourism marketing activities.
 - Destination Advertising - Media advertising only restricted to ad placement in approved media & markets.

2. Marketing to the Media - Leisure Travel Focus

- Public Relations - Marketing to the media through contracted public relations services that encourage positive media coverage with a leisure travel focus.

3. Marketing to the Event Planner

- Convention Marketing - Marketing that targets the meeting conference planner to attract new business that does not typically meet in Missouri.
- Amateur Sports Marketing - Meeting that targets the sporting event planner to attract new business that does not typically meet in Missouri.

4. Tourism Research - This category provides matching funds for the implementation of approved tourism research projects that identify markets and targets or measure marketing outcomes.

Figure 4 presents the overall program awards and reimbursements by marketing focus from FY1995 through FY2013.

Figure 4 FY95 - FY13 Award History by Marketing Focus				
Marketing Focus	Number of Projects	% of Total Awards	Awards (Millions)	Reimbursements (Millions)
Marketing to the Leisure Traveler	1023	89%	\$44.6	\$41.5
Marketing to the Media	16	1%	\$0.5	\$0.5
Marketing to the Event Planner	162	10%	\$5.2	\$4.5
Tourism Research	47	0%	\$0.1	\$0.1
Total	1248	100%	\$50.4	\$46.6

SECTION II. FY2013 PROGRAM OVERVIEW***FY 2013 Analysis:***

MDT approved 53 tourism-marketing projects totaling approximately \$3 million. Of that total award, 94% percent was paid out for approved marketing costs. Coupled with the matching local funds, the Cooperative Marketing Program generated more than \$6 million in marketing to promote Missouri as a premier tourism destination.

Ninety two percent of the Cooperative Marketing Program dollars purchased media advertising which includes television, magazines, radio, inserts, and electronic marketing.

The remaining amount was used for a variety of tourism marketing activities including billboard lease; press tours; tradeshow participation; website development; the design, printing and distribution of collateral materials; research; production; audio visual material development and distribution; and booth purchases.

Figure 5 illustrates FY2013 awards by marketing activity.

Figure 5		
FY13 Marketing Awards by Marketing Activity	Award Totals (Millions)	% of Total Awards
Media Advertising	\$5.4	90%
Collateral Material Development Printing	\$0.1	1%
Billboards, PR, Audio Visual Materials, Websites, Direct Marketing Advertising, & Other Marketing	\$0.4	8%
Production & Other Non-Marketing Activities	\$0.1	1%
Total	\$6.0	100%

Figure 6 details the dollars that were made available and the actual dollars expended for FY2013 advertising and marketing activities presented by marketing focus and category. Approximately 87% of these co-op dollars were devoted to the marketing to the leisure traveler.

Figure 6			
FY13 Summary of Awards/Reimbursements by Marketing Focus			
Marketing Focus/Application Category	# Contracts	Awarded	Reimbursed
Marketing to the Leisure Traveler		\$2,609,172	\$2,446,410
Small Project Marketing - S/F	8	\$35,938	\$29,320
Small Project Marketing - W/S	6	\$25,945	\$25,945
Leisure Travel Marketing	10	\$312,063	\$284,121
Destination Advertising	9	\$2,227,726	\$2,099,524
Civil War 150 Promotion	2	\$5,600	\$5,600
MO Jewels Program	1	\$1,900	\$1,900
Marketing to the Media		\$68,470	\$68,470
Public Relations	2	\$68,470	\$68,470
Marketing to the Event Planner		\$302,878	\$285,606
Convention Marketing	7	\$252,884	\$247,555
Amateur Sports Marketing	3	\$49,994	\$38,050
Tourism Research		\$19,150	\$18,453
Tourism Research	5	\$19,150	\$18,453
Totals	53	\$2,999,670	\$2,818,939

Figure 7 illustrates the FY2013 awards and reimbursements as received by DMOs in the five Missouri tourism regions.

Figure 7			
FY13 Awards/Reimbursements by Tourism Region			
Region	Contracts	Awards	Reimbursements
Northwest	12	\$765,590	\$636,242
Northeast	13	\$703,068	\$698,819
Central	17	\$398,443	\$363,661
Southwest	7	\$1,039,380	\$1,031,065
Southeast	4	\$93,189	\$89,152
Totals	53	\$2,999,670	\$2,818,939

SECTION III. FY2013 ASSESSMENT – COMBINED DATA

Statistical Data:

Following the completion of each funded project, participants submit summary reports that assess the outcome of the funded marketing activities. The data is analyzed and combined in this section for program-wide measurement. The following pages reflect the statistical data provided by our participants.

Outcomes for Marketing Projects that Target the Leisure Traveler:

Eighty-seven percent of the dollars awarded for co-op projects targeted the leisure traveler. Included in this group are projects funded in Destination Advertising, Leisure Travel Marketing, Small Project Marketing, Civil War 150 Promotion, and the MO Jewels Program. The summary reports for projects in this group outline the project objectives as well as the DMO's measure of the success of the marketing funded. The participants provide the main objectives of the project, gauge the extent to which the objectives were met and comment on the degree of success attributed to the project.

Leisure travel marketing and destination advertising category participants provide measurement research to support the outcomes reported. The level of research required for each project is commensurate with the marketing category and the amount of state funding provided. This research provides not only important data, but also valuable insight to Missouri tourism marketing trends at the local levels.

Small Project Marketing - DMOs with level I certification may apply for funding in this category for small leisure travel projects. Funded projects are of a limited scope with the duration of six months or less. Eligible marketing activities include media placement (magazines, newspapers, travel inserts), targeted broadcast media placement (TV, radio, cable and banner), electronic media (travel related i-brochures), brochure distribution, printing and production of collateral materials, printing and production of targeted direct mail pieces, trade show registration, billboard lease, booth acquisition and website development.

Leisure Travel Marketing - DMOs with level II certification may apply for matching funds annually to promote leisure travel in this category. Eligible activities are limited to print media advertising placement, targeted broadcast media advertising placement, internet advertising placement, electronic media marketing placement (travel related i-brochures), billboard lease, national or multi-state regional tradeshow registration, printing costs for direct mail pieces (group tour focus), and printing costs for pieces designed to fulfill leisure travel inquiries.

Destination Advertising - DMOs with level III certification may apply for matching funds for placement costs for selected advertising targeting the leisure traveler in those markets and media approved by MDT (list provided annually). This includes the placement of selected media advertising including TV, radio, and print ads in magazines and newspapers and selected internet advertising placement. Participants must pay all production costs associated with ads placed in this category. Ads may be placed through the Division of Tourism's general market ad agency, or the participant may place the ads independently.

Jewels Program – The Missouri Jewels Program is a two year, entry-level tourism marketing program designed to assist counties that contain promising tourism assets develop sustainable tourism marketing programs.

Civil War 150 Promotion – This program matches funds for performance-based marketing projects that are designed to increase exposure and attendance of Missouri Civil War sites, sesquicentennial events, and attractions.

Figure 8 presents the combined data from projects targeting the leisure traveler. The total project costs (state dollars reimbursed and local matching dollars) for FY2013 is \$4.9 million.

Figure 8			
Combined Summary Data for Projects Targeting the Leisure Traveler:			
Small Project Marketing, Leisure Travel Marketing, Destination Advertising, Jewels Program, and Civil War 150 Promotion			
State Dollars Awarded	\$2,609,172	Number of TV Ads that Ran	40,557
State Dollars Reimbursed	\$2,446,410	Number of Radio Ads that Ran	10,044
Local Matching Dollars	\$2,477,918	Newspaper Ads Placed	20
Total Project Costs	\$4,924,328	Magazine Ads Placed	257
Targets In-State Markets	21%	Billboards Leased	28
Targets Out-of-State Markets	78%	Brochures Distributed	256,500
Gross Impressions	1,694,759,434	Trade Shows Attended	29
Projects Funded	36	Electronic Marketing Activities	187

Outcomes for Marketing Projects that Target the Media:

Public Relations - DMOs with level II or III certification may apply annually for matching funds for costs associated with contracted public relations services for development and distribution of media releases; press tours; media marketplaces; sales missions; media queries; press kit development; and photography and video specific to the public relations activities designed to promote leisure travel.

Figure 9

Combined Summary Data for Projects Targeting the Media

State Dollars Awarded	\$68,470	Media Releases Distributed	25
State Dollars Reimbursed	\$68,470	Group Press Tours Hosted	4
Local Matching Dollars	\$68,470	Individual Press Tours Hosted	21
Total Project Cost	\$136,940	Media Market Places Attended	13
Stories Attributable to the Project	462	Videos Distributed	6
Stories Anticipated	196	Press Kits Distributed	1
% Targeting In-State Markets	20	Sales Missions Completed	20
% Targeting Out-of-State Markets	80	Media Queries Initiated	267
Number of Projects Funded	2		

Figure 9 summarizes the public relations category data. Public Relations is a small, but important segment, of the Cooperative Marketing Program categories. DMOs that do not have sufficient budget to employ public relations staff can expand their marketing reach through contracted public relations services through this category to generate media coverage.

Outcomes for Marketing Projects that Target the Event Planner:

Just over ten percent of the FY2013 Cooperative Marketing awards supported projects designed to influence those individuals who plan conventions, meetings and sporting events. Eligible activities are print media advertising placement; national or multi-state regional tradeshow registration costs; printing and limited production costs for collateral pieces designed to showcase destination facilities and amenities; purchase or lease of mailing lists; printing; limited production; and distribution of direct mail pieces targeting the event planner.

Convention Marketing - DMOs with level II or III certification and a convention marketing designation may apply annually for matching funds for convention and meeting marketing. To qualify for funding in convention marketing, appropriate facilities must exist in the destination. These funds are allocated statewide. Projects may target only those conventions and meetings that do not typically, or on a revolving schedule, meet in Missouri.

Amateur Sports Marketing - DMOs with level II or III certification and a sports marketing designation may apply annually for matching funds for amateur sporting event marketing. Appropriate facilities must exist in the destination. Funded projects may target only those sporting events that do not typically, or on a revolving schedule, meet in Missouri.

Figure 10	
Convention Marketing Summary	
State Dollars Awarded	\$252,884
State Dollars Reimbursed	\$247,555
Local Matching Dollars	\$255,354
Total Project Cost	\$502,909
Other CVM Expenditures	\$1,165,525
Total CVM Expenditures	\$1,668,435
Magazine Ads Placed	113
Trade Shows Attended	25
Conventions Booked	1,448
Meetings Booked	877
Total Bookings	2,325
Number of Projects Funded	7
Total Room Nights Generated	1,010,178

Figure 11	
Amateur Sports Marketing Summary	
State Dollars Awarded	\$49,994
State Dollars Reimbursed	\$38,050
Local Matching Dollars	\$38,109
Total Project Cost	\$76,159
Other ASM Expenditures	\$148,331
Total ASM Expenditures	\$224,491
Magazine Ads Placed	24
Trade Shows Attended	8
Sporting Events Booked	127
Number of Projects Funded	3
Total Room Nights Generated	32,820

Figure 10 - The combined state and local Cooperative Marketing investment for Convention Marketing Projects was \$502,909 with 1,010,178 room nights generated by these projects. **Figure 11** - The combined local and state investment for Amateur Sports Marketing was \$76,159. The reported room nights resulting from the project totaled 32,820.

Tourism Research:

Certified DMOs may apply annually for matching funds for the implementation of approved tourism research projects. Research may focus on identifying markets and targets as well as measuring marketing outcomes. The contract period is July 1 through June 30. The minimum state funding amount for these projects is \$1,000 with a \$5,000 maximum.

Figure 12	
Tourism Research Summary	
Number of Projects Funded	5
State Dollars Awarded	\$19,150
State Dollars Reimbursed	\$18,453
Local Matching Dollars	\$24,550
Total Project Costs	\$43,003

Figure 12 - Five DMOs utilized this category to assist with the cost of various research projects that focus on identifying markets and targets or measuring marketing outcomes such as those required in some marketing categories.

Figure 13 summarizes the FY2013 total dollars awarded and reimbursed, along with the county designations for each participating DMO.

DMO Name	County Designations	Awards	Reimbursements
St. Louis CVC	St. Louis City/County	\$457,294.05	\$457,294.05
CVB of Greater Kansas City	Western Jackson/Clay	\$457,294.05	\$451,297.00
Branson/Lakes Area Chamber of Commerce/ CVB	Taney	\$457,294.05	\$457,294.05
Springfield CVB	Greene/Polk/Christian	\$433,335.56	\$426,613.94
Lake of the Ozarks Tri-County Lodging Association	Camden/Miller/Morgan	\$203,244.61	\$193,442.35
City of St. Charles Tourism Department	St. Charles	\$193,444.70	\$191,186.26
City of Independence - Tourism Department	Eastern Jackson	\$168,959.15	\$53,239.32
Chamber of Commerce of Table Rock Lake/Kimberling City	Stone	\$143,750.84	\$142,157.25
Buchanan Co. Tourism Board d/b/a St. Joseph CVB	Buchanan	\$124,347.55	\$116,715.87
City of Columbia CVB	Boone	\$67,188.77	\$63,376.98
Jefferson City CVB	Cole	\$46,196.48	\$41,526.69
Cape Girardeau Chamber of Commerce/ CVB	Cape Girardeau	\$43,696.75	\$42,109.46
City of Lebanon	Laclede	\$41,691.18	\$37,023.53
Washington Area Chamber of Commerce	Franklin	\$24,829.18	\$24,612.32
City of Ste. Genevieve Tourism Dept.	Ste. Genevieve	\$24,779.84	\$23,968.53
City of Sikeston d/b/a Sikeston CVB	Scott	\$21,262.50	\$19,839.22
Sedalia Area Chamber of Commerce	Pettis	\$20,277.50	\$13,077.07
Platte County Visitors Bureau	Platte	\$10,000.00	\$10,000.00
City of Hermann Tourism	Gasconade	\$10,000.00	\$10,000.00
City of Hannibal CVB	Marion/Ralls	\$10,000.00	\$8,226.41
Clinton Tourism Association, Inc.	Henry	\$8,445.00	\$8,445.00
Pulaski County Visitors Bureau	Pulaski	\$6,400.00	\$2,979.50
Carthage CVB	Jasper	\$5,000.00	\$5,000.00
City of Boonville Tourism Department	Cooper	\$4,999.00	\$3,789.96
Marshall Chamber of Commerce	Saline	\$4,989.50	\$4,989.50
Rolla Area Chamber of Commerce & Visitor Center	Phelps	<u>\$3,449.75</u>	<u>\$3,234.35</u>
Total Awards and Reimbursements		\$2,992,170.01	\$2,811,438.61

Figure 14 summarizes dollars awarded and reimbursed for performance-based marketing projects that are designed to increase exposure and attendance of Missouri Civil War 150 events and attractions.

DMO Name	County	Awards	Reimbursements
Mark Twain Home Foundation	Marion	\$4750.00	\$4750.00
Missouri's Civil War Heritage Foundation, Inc.	St. Louis	<u>\$850.00</u>	<u>\$850.00</u>
Total Awards and Reimbursements		\$5600.00	\$5,600.00

Figure 15 summarizes the dollars awarded and reimbursed for the Missouri Jewels Program. The Missouri Jewels Program is a two-year, entry level tourism marketing program for counties that contain promising tourism assets.

DMO Name	County	Awards	Reimbursements
Pike County Tourism Commission	Pike	<u>\$1,900.00</u>	<u>\$1,900.00</u>
Total Awards and Reimbursements		\$1,900.00	\$1,900.00

SECTION IV. FY2013 ASSESSMENTS – INDIVIDUAL PROJECTS

The following pages reflect the outcome information provided by the participants for each individual FY2013 contract grouped by marketing category.

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-01-001-55 DMO Marshall Chamber of Commerce
Category: Small Project Marketing-S/F Project: Missouri Life Campaign
Primary Objectives 1. Create and distribute tourism related marketing material that promote Saline County tourism. 2. Support tourism partners by promoting county wide tourism activities throughout the year. 3. Position Saline County as offering multiple tourism related activities throughout the year.

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$2,489.50
<u>State Dollars Awarded:</u>	\$2,489.50	<u>Local Matching Dollars:</u>	\$2,489.50
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$4,979.00

Marketing Activity Information

<u>Magazine Ads Placed</u> 2	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 41,172
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$29.92
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 73 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 27 %

Project Outcomes

Percentage Completed 100%

DMO Comments 1: Eighty six percent of Missouri Life subscribers are in Missouri or bordering states and targets visitors that would have some knowledge and interest in Saline County which was consistent with our target/niche marketing plan. Obi 2: Missouri Life ad included an event calendar providing contact information and brief description of multiple events during time frames specific to individual magazine issue dates. Obi 3: Each specific issue included upcoming events and activities and promoted multiple events throughout the year.

Impact of Co-op Project The small project marketing project promoted twelve different events, activities and facilities that encourage tourism in Saline County. Without this type of marketing project, the Chamber would not have been able to promote the events or activities to a multi state audience.

Outcome Effect on Future Marketing The visitor information card needs to be further developed and used more consistently by participants in the project and include a more timely system of receiving information back from event organizers.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-01-009-11 DMO Buchanan Co. Tourism Board d/b/a St. Joseph CVB
Category: Leisure Travel Marketing Project: Leisure Marketing for Buchanan County
Primary Objectives 1. Continue to build our email database so we may market this destination via other mediums. 2. Increase the number of visitors to www.stjomo.com and FaceBook.com/StJoMo. 3. To cost effectively reach our target market by extending our marketing message online.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$14,181.55	<u>State Dollars Reimbursed:</u>	\$14,022.38
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$14,022.40
		<u>Total Project Cost:</u>	\$28,044.78

Marketing Activity Information

<u>Magazine Ads Placed</u>	0	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	9,572,528
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	18	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	30 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	70 %

Project Outcomes

Percentage Completed 99%

DMO Comments 1. The destination database increased by 11,219 email addresses. 2. Websites visits increased over 40% and FaceBook fans increased by approximately 7,457. Of this 75% was a direct result of the FaceBook component of the Madden Media lead generator. 3. The reach of the DMO's traditional marketing was extended to a new online audience through the lead generator/esolve program, brochures and the KC seasonal email programs.

Impact of Co-op Project The Cooperative Marketing funding allowed us to continue with online marketing programs that provide us with thousands of direct leads and email addresses that have enabled us to continue marketing to interested travelers. The Lead Generator provided us approximately 6,246 emails and leads and we have already begun marketing to them through our monthly e-newsletter. We also dramatically increased our FaceBook fan base as a result of this program. The KC online direct email programs provided us with 7,919 leads and vacationfun.com continues to be a top referrer to our website. Overall, our requests for information have decreased by 8%, but this is in a market where 40% decreases are most common. We feel this was very successful in marketing to our destination and providing us with ways to continue a conversation with travelers.

Outcome Effect on Future Marketing We will review these results and continue with the programs that have proven the largest conversion and ROI.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-01-035-55 DMO Platte County Visitors Bureau
Category: Small Project Marketing-S/F Project: Platte County's Triple Play Getaway
Primary Objectives 1. Increase hotel occupancy rates. 2. Increase number of visitors to Platte County and corresponding tourism expenditures by 3%. 3. Increase Face book visits, "likes" and website traffic by 25%.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$5,000.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$5,100.00
		<u>Total Project Cost:</u>	\$10,100.00

Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 12,531
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 4	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$2.48
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 25 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 75 %

Project Outcomes

Percentage Completed 100%

DMO Comments 1. Smith Travel Research Reports indicate that occupancy stayed fairly consistent during the contest period. A poll to the hotels showed that weekend occupancy for the fall increased slightly compared to 2011. Too early to determine exact effects of the contest as it pertained to increasing visitors to the area. 2. Still waiting for release of tourism expenditures and SIC codes for 2012. Initial polling of attractions and businesses indicated an overall increase in traffic compared to last year, which would translate to the objective being met. 3. Face book "likes" increased from 136 when the contest started to 2,380 when it ended. This far exceeded our goal.

Impact of Co-op Project The increase traffic to the CVB Face book page and website greatly enhanced the exposure to area businesses, attractions and events. Related e-blasts and banner ads generated awareness of Platte County to potential visitors in surrounding states that might not have been aware of where Platte County is and what the area has to offer visitors.

Outcome Effect on Future Marketing Future marketing projects will include Face book ad campaigns and banner ads in order to continue growing our fan database. Contest promotions will occur ever two years to generate new fans and encourage participation of existing fans. E-blasts to leisure travelers in surrounding states will be included on an as needed basis to promote new attractions and/or itineraries.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-01-040-44 DMO City of Independence - Tourism Department
Category: Destination Advertising Project: Independence Destination Marketing
Primary Objectives 1. Increase visitor inquiries by 5% by targeting general consumers and niche markets. 2. Increase the number of overnight stays by 5%. 3. Increase the amount of overnight spending by 5%.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$138,959.15	<u>State Dollars Reimbursed:</u>	\$35,078.37
<u>Revised Award:</u>	\$38,077.50	<u>Local Matching Dollars:</u>	\$35,078.38
		<u>Total Project Cost:</u>	\$70,156.75

Marketing Activity Information

<u>Magazine Ads Placed</u> 9	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 5,337,000
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 2	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 2	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 76 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 24 %

Project Outcomes

Percentage Completed 25%

DMO Comments 1. Not met due to large reduction in visitor guide requests; however there was a modest increase of 2% in website traffic. 2. Not met, the occupancy stayed steady. 3. Met, guest tax revenues increased by 5%.

Impact of Co-op Project Having the ability to reach a variety of markets using a multimedia approach is invaluable. Although we did not meet two of the goals that were set for the we feel that we have made great strides with other projects. Our new branding process and opening of the Visitor experience Center has given Independence more positive exposure with current and potential visitors. The use of Cooperative Marketing dollars has allowed us to use the department resources to push the brand and develop the VEC. Without the funds we would not have been able to make all of the positive changes that have occurred at the tourism Department over the past year.

Outcome Effect on Future Marketing We felt this study helped us plan for the future more than others in the past two year. The methodology change helped give more realistic numbers.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-01-045-44 DMO CVB of Greater Kansas City
Category: Destination Advertising Project: FY13 Destination Advertising
Primary Objectives 1. Increase overall leisure travel to KC in FY2013 of 200+ million brand impressions. 2. Increase online visits by 5%, build subscriber database to 110,000. 3. Increase social media subscribers to 80,500.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$407,294.05	<u>State Dollars Reimbursed:</u>	\$402,180.76
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$402,181.75
		<u>Total Project Cost:</u>	\$804,362.51

Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 141,033,957
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 9	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 7,242	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 25 %
<u>Radio Ads Placed</u> 3,952	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 75 %

Project Outcomes

Percentage Completed 99%

DMO Comments 1. Incremental travel decreased slightly from 8.8% to 7%. 2. Website visits increased to 2.2 million with highest days in July 2012. 3. Some increased all channels with a strong showing in Instagram after the MLB All Star Game.

Impact of Co-op Project The project allowed us to grow our reach and hit people with multiple types of media, thus increasing performance which correlated to an increase in likelihood to visit.

Outcome Effect on Future Marketing The results in online continue to grow stronger thus more funds will shift to online media, broadcast continues to be strong for core markets in plans.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$648.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 65.00%	<u>Incremental Trips:</u> 110,000	<u>Dollars Spent per Trip:</u> \$648.00
<u>#Aware Households:</u> 1,700,000	<u>Incremental Room Nights:</u> 219,180	<u>Economic Impact:</u> \$71,200,000
<u>Increment Travel:</u> 7.00%		<u>Advertising \$\$ Spent:</u> \$1,100,000

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-01-046-44 DMO Buchanan Co. Tourism Board d/b/a St. Joseph CVB

Category: Destination Advertising Project: Destination Marketing for Buchanan County

Primary Objectives 1. Generate visitor related economic impact for Buchanan County and the Northwest Missouri region. 2. Advertise in mediums that result in our highest return on investment and conversion. 3. Advertise in mediums that collect email addresses which will increase our database to over 13,000.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$105,916.00	<u>State Dollars Reimbursed:</u>	\$99,090.14
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$99,090.14
		<u>Total Project Cost:</u>	\$198,180.28

Marketing Activity Information

<u>Magazine Ads Placed</u> 31	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 28,017,495
<u>Newspaper Ads Placed</u> 18	<u>Electronic Marketing</u> 34	<u>Inquiries Reported</u> 42,936
<u>Travel Insert Ads Placed</u> 3	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 18 %
<u>Radio Ads Placed</u> 60	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 82 %

Project Outcomes

Percentage Completed 94%

DMO Comments 1. We saw a decline of more than \$1.7 million in economic impact in FY13. 2. This program allowed us to continue advertising in publications with a greater ROI and conversion. 3. Our email database increased to 21,000 due to advertising in mediums that assist in the collection of emails.

Impact of Co-op Project The Cooperative Marketing Program allowed us additional funding to advertise in outlets not regularly affordable to our DMO and those advertising purchases resulted in more inquires than could have been generated alone.

Outcome Effect on Future Marketing We will review these results and continue with the programs that have proven the largest conversion and ROI.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 21.00%	<u>Visits Generated:</u> 9,015	<u>Total visitor expenditures:</u> \$4,675,634.00
<u>Inquiries Generated:</u> 42,936	<u>Dollars Spent per Trip:</u> \$519.00	<u>Return on Investment (ROI):</u> \$30.19
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$519.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-01-052-56 DMO Marshall Chamber of Commerce
Category: Small Project Marketing-W/S Project: Missouri Life Campaign
Primary Objectives 1. Create and distribute tourism related materials that promote Saline County Tourism. 2. Support tourism partners by promoting county-wide tourism activities throughout the year. 3. Position Saline County as offering multiple tourism related activities throughout the year.

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$2,500.00
<u>State Dollars Awarded:</u>	\$2,500.00	<u>Local Matching Dollars:</u>	\$2,649.00
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$5,149.00

Marketing Activity Information

<u>Magazine Ads Placed</u> 2	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 41,172
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$2.60
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 73 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 27 %

Project Outcomes

Percentage Completed 100%

DMO Comments 1. Created magazine advertising promoting tourism for distribution through Missouri Life's 96,800 subscribers. 2. Missouri Life ad included an events calendar providing contact information and brief description of multiple events during time frames specific to individual magazine issues which met our objective. 3. Each specific issue included upcoming events and activities and promoted multiple events throughout the year which met our objective.

Impact of Co-op Project This Cooperative Marketing project benefited 20 different events, activities and facilities that promote tourism. Without this type of marketing project, each individual tourism partner would not have been able to promote their event or activity to a multi-state audience.

Outcome Effect on Future Marketing Started using Google Analytics to measure individual inquiries through the official tourism website visitmarshallmo.com along with website inquiries from tourism partners included in Missouri Life project.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-01-053-56 DMO Platte County Visitors Bureau
Category: Small Project Marketing-W/S Project: Spring Into Platte County Sweepstakes
Primary Objectives 1. Increase hotel occupancy rates on the weekend 2. Increase number of visitors to Platte County and corresponding tourism expenditures by 3% 3. Increase website traffic by 25%

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$5,000.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$5,000.00
		<u>Total Project Cost:</u>	\$10,000.00

Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 235,025
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 6	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$2.03
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 30 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 70 %

Project Outcomes

Percentage Completed 100%

DMO Comments 1. Smith Travel Research Reports indicate that overall occupancy stayed fairly consistent during the contest period. A poll of hotels showed that weekend occupancy for the months of April, May and June increased slightly compared to 2012. 2. To be determined, we are waiting for release of tourism expenditures and SIC codes for 2013. 3. Website visits during the sweepstakes promotion campaign increased from 3,867 to 4,908 for an increase of 26% which exceeded our objective target of 25%.

Impact of Co-op Project Search engine marketing, e-blasts, i-brochure and banner ads greatly enhance exposure to the Platte County area and association attractions, events, hotels and related visitor frequented businesses. Increased traffic to the website provided more detailed information on the amenities Platte County offers to the leisure traveler.

Outcome Effect on Future Marketing Future marketing projects will include Search Engine Marketing to continue creating awareness to Platte County. The i-brochure will also be used as a continued marketing tool focusing on what is new in Platte county, especially focusing on summer travel. E-blasts will continue year round focusing on markets throughout the Midwest featuring annual events and new businesses geared towards visitors. Contest promotions will continue every two years to generate new Facebook fans and encourage participation of existing fans.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-02-007-11 DMO Washington Area Chamber of Commerce
Category: Leisure Travel Marketing Project: Washington/Franklin Advertising
Primary Objectives 1. Increase by 2% total contacts-websites, ebrochures, label requests, telephone, walk-ins and facebook. 2. Mitigate fulfillment postage costs. 3. Increase by 5% the number of documented tour groups.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$24,829.18	<u>State Dollars Reimbursed:</u>	\$24,612.32
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$24,612.32
		<u>Total Project Cost:</u>	\$49,224.64

Marketing Activity Information

<u>Magazine Ads Placed</u> 11	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 115,667,650
<u>Newspaper Ads Placed</u> 1	<u>Electronic Marketing</u> 3	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 5	<u>Brochures Distributed</u> 45,000	<u>Cost Per Inquiry</u> \$1.27
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 30 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 70 %

Project Outcomes

Percentage Completed 99%

DMO Comments 1. The increase average was over 8%. 2. We are far from eliminating fulfillment postage costs, but was lessened by 10%. 3. The increase was 2.5%.

Impact of Co-op Project Cooperative Marketing has let us reach out to areas we could not work into our budget in the past. We have always targeted the St. Louis Metro area and bi-state(Illinois) which is where the majority of our tourists originate. Our need was to reach much further to get those overnight travelers. The increase of inquiries we have seen from the Northern Illinois, Iowa and Oklahoma show we are hitting our mark. We are also able to increase our county-wide efforts, giving travelers more attractions, which we feel helps increase multi-night stays.

Outcome Effect on Future Marketing We will continue to reach out to Missouri's contiguous states with our marketing and increase our county-side efforts. We continue to increase our on-line marketing efforts and will soon have data, which will give us a better evaluation of cost effectiveness..

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-02-031-55 DMO City of Hannibal CVB
Category: Small Project Marketing-S/F Project: Short Drive. Big Adventures!
Primary Objectives 1. Increase overnight stays in the Hannibal area. 2. Reach new markets in neighboring states, north and east of Hannibal; Illinois, Minnesota and Iowa.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$3,226.41
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$3,226.41
		<u>Total Project Cost:</u>	\$6,452.82

Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 8	<u>Gross Impressions</u> 1,194,006
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 1	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 1	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.63
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 25 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 75 %

Project Outcomes

Percentage Completed 65%

DMO Comments 1. From FY12 - FY13 Hannibal experienced a 7.179% increase in overnight stays, goal met. 2. The response from our visitor profile shows an increase of leisure travelers from Iowa and Minnesota, goal met.

Impact of Co-op Project With the additional funding in partnership with the Cooperative Marketing Program, it allowed Hannibal to have a presence in the Iowa market for eight weeks, which produced more northern travelers to overnight in Hannibal.

Outcome Effect on Future Marketing With the increase of travelers from the northern states, we are planning to increase our marketing efforts in Iowa.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-02-034-55 DMO City of Hermann Tourism
Category: Small Project Marketing-S/F Project: Wine Country Getaway
Primary Objectives 1. Increase awareness of Hermann's place in the wine industry. 2. Increase traffic to the Hermann website. 3. Increase the length of time visitors spend in Hermann.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$5,000.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$6,836.25
		<u>Total Project Cost:</u>	\$11,836.25

Marketing Activity Information

<u>Magazine Ads Placed</u> 4	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 1,692,000
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$5.91
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 18 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 82 %

Project Outcomes

Percentage Completed 100%

DMO Comments 1. Lodging tax increased by .13%. 2. Innkeepers reported a small increase in multiple night stay over previous year. 3. Innkeepers reported that many of their guests are here for a getaway.

Impact of Co-op Project The co-o funding allows us to continue to advertise in the AAA publications and the Midwest Living magazine.

Outcome Effect on Future Marketing

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-02-041-44 DMO St. Louis CVC

Category: Destination Advertising Project: FY2013 Destination Advertising

Primary Objectives 1. Promote St. Louis as a top leisure travel destination with many high quality attractions. 2. Change outdated perceptions of St. Louis and create new favorable impressions of the destination. 3. Use destination advertising campaign to drive potential visitors to explorestlouis.com for information.

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$407,294.05
<u>State Dollars Awarded:</u>	\$407,294.05	<u>Local Matching Dollars:</u>	\$407,657.18
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$814,951.23

Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 14,381,550
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 2	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 1,301	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 23 %
<u>Radio Ads Placed</u> 5,698	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 77 %

Project Outcomes

Percentage Completed 100%

DMO Comments 1. Met, SMARI reports excellent rating for the campaign's ability to communicate that St. Louis is a destination that offers a variety of attractions, dining and nightlife for families and couples. 2. Met, According to Ad Effectiveness Study, the St. Louis CVC's ad campaign positively impacted the image of St. Louis in the spot markets. 3. Website visitation to explorestlouis.com increased 34% in FY13.

Impact of Co-op Project Contributed to the success of the CVC's FY13 Leisure Advertising campaign which generated \$103,078,459 in economic impact. The CVC was able to increase its summer leisure budget, making it possible to expand the number of target markets from four to seven. As a result of the targeting additional markets, the CVC's campaign generated 800,000 more aware households during FY13. Enabled the CVC to conduct media flights during three seasons for nearly year round exposure. Made it possible for the CVC to utilize multiple media, this media overlap contributed to stronger overall campaign results.

Outcome Effect on Future Marketing The results of the SMARI's evaluation will help direct the CVC's future target market selection, media choices and creative direction.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$853.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 50.00%	<u>Incremental Trips:</u> 120,903	<u>Dollars Spent per Trip:</u> \$853.00
<u>#Aware Households:</u> 3,684,140	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$103,078,459
<u>Increment Travel:</u> 3.40%		<u>Advertising \$\$ Spent:</u> \$1,443,413

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-02-042-44 DMO City of St. Charles Tourism Department
Category: Destination Advertising Project: Greater St. Charles Destination Advertising FY13
Primary Objectives 1. Increase traffic to the website by 20% over 2012. 2. Increase leisure travel overnight stays by 3% over 2012.
3. Increase leisure travel visitor inquiries by 5% over 2012.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$143,750.84	<u>State Dollars Reimbursed:</u>	\$143,381.62
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$143,381.64
		<u>Total Project Cost:</u>	\$286,763.26

Marketing Activity Information

<u>Magazine Ads Placed</u> 11	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 537,810,636
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 7	<u>Inquiries Reported</u> 20,191
<u>Travel Insert Ads Placed</u> 3	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$17.06
<u>TV Ads Placed</u> 5,370	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 29 %
<u>Radio Ads Placed</u> 74	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 71 %

Project Outcomes

Percentage Completed 100%

DMO Comments 1. We fell slightly below our goal by .01%. 2. We fell short by .06% as the increase was only 2.4%. 3. We exceeded this goal by 17%, very pleased with this outcome.

Impact of Co-op Project The city budget continues to be very tight so the Cooperative Marketing project allows us to continue our outreach in the digital media market. Since social media is now the strongest word of mouth for advertising we will continue to expand in this area using Cooperative Marketing funds.

Outcome Effect on Future Marketing Our most serious area is the 6% brand detractor compared to 27% industry norm. We need to consider ways of making our destination more share worthy.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 15.00%	<u>Visits Generated:</u> 3,036	<u>Total visitor expenditures:</u> \$2,200,000.00
<u>Inquiries Generated:</u> 20,191	<u>Dollars Spent per Trip:</u> \$735.00	<u>Return on Investment (ROI):</u> \$6.48
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$735.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-02-051-56 DMO City of Hannibal CVB
Category: Small Project Marketing-W/S Project: Write Your Own Story!
Primary Objectives 1. Increase Hannibal overnight stays 2. Increase Hannibal exposure in the leisure markets, north and east of Hannibal (MN, IL and IA).

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$5,000.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$6,975.00
		<u>Total Project Cost:</u>	\$11,975.00

Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 1,175,047
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 1	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$1.34
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 2	<u>Instate Marketing</u> 15 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 85 %

Project Outcomes

Percentage Completed 100%

DMO Comments 1. FY2013 January to June, Hannibal experienced a 10.625% increase in overnight stays, goal met. 2. The summary report from our surveys during this same period last year shows an increase of leisure travelers from the northern and eastern states, goal met.

Impact of Co-op Project In partnership with the MDT Cooperative Marketing Program, Hannibal was allowed to have an increased presence in northern and eastern markets of Iowa, Illinois and Minnesota.

Outcome Effect on Future Marketing With the increase of travelers from the east, we are planning to further increase our marketing efforts in Illinois and along with adding additional multi-day events.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-02-055-56 DMO City of Hermann Tourism
Category: Small Project Marketing-W/S Project: Hermann Heritage Trail
Primary Objectives 1. Increase awareness of Hermann's heritage and history. 2. Increase the length of time a visitor spends in Hermann. 3. Continue to make visitors aware of Hermann's place in the wine industry.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$5,000.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$6,754.10
		<u>Total Project Cost:</u>	\$11,754.10

Marketing Activity Information

<u>Magazine Ads Placed</u> 3	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 2,125,000
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$2.91
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 15 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 85 %

Project Outcomes

Percentage Completed 100%

DMO Comments 1. By promoting the rich heritage and culture of Hermann. 2. Lodging establishments are offering longer stay packages. 3. With Hermann's quality wine history we continue to attract visitors.

Impact of Co-op Project The co-op funding allows us to continue to advertise in the AAA publications, the Midwest Living magazine and add the Preservation magazine to our media plan.

Outcome Effect on Future Marketing

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-03-010-11 DMO Sedalia Area Chamber of Commerce

Category: Leisure Travel Marketing Project: 2013 Leisure Marketing

Primary Objectives 1. Increase the number of leisure traveler revenue by 2% as measured by local hotel occupancy rates and sales tax revenue. 2. Generate positive publicity to shape Sedalia's image as a visitor destination by generating \$25,000 in advertising equivalency for editorial placement. 3. Increase awareness of Sedalia within the group travel industry as demonstrated by the number of group travel leads received and groups assisted.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$20,277.50	<u>State Dollars Reimbursed:</u>	\$13,077.07
<u>Revised Award:</u>	\$15,602.50	<u>Local Matching Dollars:</u>	\$13,077.08
		<u>Total Project Cost:</u>	\$26,154.15

Marketing Activity Information

<u>Magazine Ads Placed</u> 7	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 3,378,700
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 1	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 2	<u>Brochures Distributed</u> 30,000	<u>Cost Per Inquiry</u> \$2.10
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 1	<u>Instate Marketing</u> 20 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 80 %

Project Outcomes

Percentage Completed 64%

DMO Comments 1. Better than anticipated with lodging tax up \$65,000. Through tracking county sales tax in July 2012 proved direct spending of \$3.6 million generated by the BMW Motorcycle Rally. 2. Met with over \$25,000 in advertising equivalency for editorial placement. 3. Awareness to Sedalia was gained with much publicity following the successful BMW Motorcycle Rally in July 2012. The International Harvesters Collectors Worldwide have selected Sedalia to host their 2015 rally.

Impact of Co-op Project It allowed us to expand our advertising dollars to become a more visible destination. Each of the selected marketing venues helped increase awareness of Sedalia through the printed material form the visitors guides, magazine ads and travel inserts to the technology enhanced i-brochure.

Outcome Effect on Future Marketing We will continue to use the result driven media and look at new merging trends.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-03-020-11 DMO Jefferson City CVB
Category: Leisure Travel Marketing Project: Capital City Leisure FY13
Primary Objectives 1. Increase lodging tax revenue. 2. Increase occupancy. 3. Increase MSP tour attendance.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$27,726.48	<u>State Dollars Reimbursed:</u>	\$23,056.70
<u>Revised Award:</u>	\$25,266.48	<u>Local Matching Dollars:</u>	\$23,056.70
		<u>Total Project Cost:</u>	\$46,113.40

Marketing Activity Information

<u>Magazine Ads Placed</u> 3	<u>Billboards Leased</u> 4	<u>Gross Impressions</u> 59,161,805
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 2	<u>Brochures Distributed</u> 20,000	<u>Cost Per Inquiry</u> \$1.59
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 6	<u>Instate Marketing</u> 20 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 80 %

Project Outcomes

Percentage Completed 83%

DMO Comments 1. There was a 6.47% increase in lodging tax from 2012. 2. Occupancy increased by 8% change from YTD June 2012 to June 2013. 3. MSP tour attendance numbers increased 19.45%.

Impact of Co-op Project The Cooperative Marketing Program allows the Jefferson City CVB to increase our advertising dollars with the cost sharing program. With Cooperative Marketing we are able to expand our advertising markets and opportunities, which leads to increased economic development for Jefferson City.

Outcome Effect on Future Marketing We will take into consideration the most popular time of year when the biggest portion of visitors come to Jefferson City (summer) and couple that with how far in advance the majority of visitors made their plans to determine how far in advance we should market to travelers in the future. This may result in executing more short-term marketing strategies. We have also analyzed the top types of information visitors are searching for (things to do, places to eat, history) to determine the best type of information for us to provide in the future.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-03-022-11 DMO City of Lebanon
Category: Leisure Travel Marketing Project: Lebanon/Laclede County LTM Campaign
Primary Objectives 1. To succeed in making Lebanon/Laclede County a visitor destination. 2. To attract new visitors to the area with strategic and creative messaging. 3. To increase visitors' overnight stays and travel expenditures.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$41,691.18	<u>State Dollars Reimbursed:</u>	\$37,023.53
<u>Revised Award:</u>	\$37,095.60	<u>Local Matching Dollars:</u>	\$37,023.55
		<u>Total Project Cost:</u>	\$74,047.08

Marketing Activity Information

<u>Magazine Ads Placed</u> 22	<u>Billboards Leased</u> 2	<u>Gross Impressions</u> 284,333,328
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 36	<u>Inquiries Reported</u> 5,379
<u>Travel Insert Ads Placed</u> 1	<u>Brochures Distributed</u> 29,000	<u>Cost Per Inquiry</u> \$0.83
<u>TV Ads Placed</u> 12,735	<u>Tradeshows Attended</u> 3	<u>Instate Marketing</u> 40 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 60 %

Project Outcomes

Percentage Completed 89%

DMO Comments 1. Lebanon was chosen by those in the survey over major destination. We are getting inquiries and believe this is due to the lower cost of visiting us and the friendly, family atmosphere we have. We have a lot to offer and will continue to send the message so the visitor can see all we have to offer. 2. The number of impressions and visibility to Lebanon advertising, and increase in web views was phenomenal and met the objective of attracting new visits to view our area as a destination. 3. We need to find ways to get more overnight stays and/or increase visitor spending while they are here. The decline was still up from 2011, but we don't want it to trend downward.

Impact of Co-op Project The co-op project allowed us to send our message to multiple media sources for a total of 2 billion potential views to elicit travelers. Our website hits went up showing the advertising is getting them to the site. The survey shows our conversion rate has increased 9% although spending was down slightly when they did visit. Over half remember seeing our ads and found them and our visitor guide useful. Our destination is like most at this time in need of the extra income to support our economy.

Outcome Effect on Future Marketing We need to find ways to get our loyal visitors to spread the word and help us get more visitors. We need to find ways to get them to increase spending while they are here by seeing all there is to do. We can see our advertising message is working to attract consideration, just need to increase our ROI. Also these numbers and survey results are all on the leads generated with an email.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 44.00%	<u>Visits Generated:</u> 2,400	<u>Total visitor expenditures:</u> \$493,000.00
<u>Inquiries Generated:</u> 5,379	<u>Dollars Spent per Trip:</u> \$208.00	<u>Return on Investment (ROI):</u> \$9.52
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$208.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-03-023-11 DMO City of Columbia CVB
Category: Leisure Travel Marketing Project: Go Columbia! Leisure Travel Marketing FY13
Primary Objectives 1. To position Columbia as an exciting destination, not just an I-70 drive through. 2. To change the perception of Columbia from just a college town to a vibrant, diverse vacation getaway that will appeal to people age 25 to 55. 3. To increase overnight stays and tourism spending.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$44,806.27	<u>State Dollars Reimbursed:</u>	\$41,169.98
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$41,170.00
		<u>Total Project Cost:</u>	\$82,339.98

Marketing Activity Information

<u>Magazine Ads Placed</u> 10	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 3,530,848
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 25	<u>Inquiries Reported</u> 22,660
<u>Travel Insert Ads Placed</u> 2	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.46
<u>TV Ads Placed</u> 919	<u>Tradeshows Attended</u> 1	<u>Instate Marketing</u> 43 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 57 %

Project Outcomes

Percentage Completed 92%

DMO Comments 1. Unified advertising campaign promoting the new brand features aspects of Columbia that are not readily apparent at first glance. 2. Advertising campaign that features aspects of Columbia that appeal to the 25 to 55 demographic, utilizing copy such as "Oh, and there's a college here too." 3. Columbia realized a 5.5% increase in lodging tax receipts in FY13 over FY12.

Impact of Co-op Project For the first time ever the Columbia CVB was able to include TV advertising in the St. Louis and Kansas City markets, enabling us to promote our new brand. Also, we were able to consistently provide our new brand message via print ads in the Kansas City and St. Louis markets.

Outcome Effect on Future Marketing While conversions were just slightly down from FY12, we still feel that our marketing is moving in the right direction. Our new brand and campaign were launched at the tail end of FY13, so we anticipated that brand recognition and conversions will increase as those campaigns become more widespread. We will continue to focus on the leisure market segment while also branding more into the convention and sports market with our new brand. We will also continue to explore which mediums truly provide the best ROI so we can continue to focus on them as we plan for the future.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 22.30%	<u>Visits Generated:</u> 5,053	<u>Total visitor expenditures:</u> \$1,781,575.83
<u>Inquiries Generated:</u> 22,660	<u>Dollars Spent per Trip:</u> \$340.11	<u>Return on Investment (ROI):</u> \$36.85
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$340.11
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-03-026-11 DMO Lake of the Ozarks Tri-County Lodging Association
Category: Leisure Travel Marketing Project: TCLA FY13 Lake of the Ozarks Golf Trail
Primary Objectives 1. To increase awareness of the Lake of the Ozarks Golf Trail brand. 2. To attract more golfers to the Lake of the Ozarks from Missouri and targeted out of state markets. 3. To attract more overnight visitors through golf trail getaway packages.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$48,811.61	<u>State Dollars Reimbursed:</u>	\$45,242.22
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$45,242.23
		<u>Total Project Cost:</u>	\$90,484.45

Marketing Activity Information

<u>Magazine Ads Placed</u> 17	<u>Billboards Leased</u> 6	<u>Gross Impressions</u> 221,654,479
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 1	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 2	<u>Brochures Distributed</u> 30,000	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 10,051	<u>Tradeshows Attended</u> 13	<u>Instate Marketing</u> 60 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 40 %

Project Outcomes

Percentage Completed 93%

DMO Comments 1. Met, TV, website, print, social media, billboards, i-brochure, brochures, etc. all featured strong, bold Golf Trail logo to create awareness for Golf Trail brand. 2. Met, we attracted more golfers to the Lake by continuing to target close to home customers, via cable television, network television and billboards which generated awareness and interest to come to the Lake to play and stay. Also, out of state golf shows, travel shows and niche publications created new interest for the Lake of the Ozarks as a golf and leisure destination. 3. Met, more than 11,000 Golf Trail Getaway Packages were sold by golf council lodging property members and partners. These golf Trail Packages were in addition to individual lodging property and/or golf course lodging and golf packages sold. Golf Trail Packages were part of the marketing message.

Impact of Co-op Project The Cooperative Marketing dollars allowed us to attend tradeshows, lease billboards, produce an annual golf guide and advertise in niche publications.

Outcome Effect on Future Marketing We are looking at ways to generate more digital marketing activities. We are currently and will continue to participate in social media networks, TV and cable networks, print ads and keep our website current and easy to navigate.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$865.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 25.90%	<u>Incremental Trips:</u> 40,800	<u>Dollars Spent per Trip:</u> \$865.00
<u>#Aware Households:</u> 1,100,000	<u>Incremental Room Nights:</u> 114,000	<u>Economic Impact:</u> \$35,000,000
<u>Increment Travel:</u> 3.70%		<u>Advertising \$\$ Spent:</u> \$288,000

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-03-030-55 DMO Clinton Tourism Association, Inc.
Category: Small Project Marketing-S/F Project: Clinton: Great People By Nature II
Primary Objectives 1. Increase the number of visitors to Clinton. 2. Increase inquiries to our website. 3. Increase visitors' awareness of recreational, cultural tourism and entertainment opportunities in Clinton.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$5,000.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$5,182.11
		<u>Total Project Cost:</u>	\$10,182.11

Marketing Activity Information

<u>Magazine Ads Placed</u> 10	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 1,830,866
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 12,500	<u>Cost Per Inquiry</u> \$5.41
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 55 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 45 %

Project Outcomes

Percentage Completed 100%

DMO Comments 1. There was an increase in our annual lodging tax during this time period so the number of visitors was increased. 2. According to Google Analytics, the number of website visits was less in 2012, we were not able to increase inquiries to our website. 3. According to tracking numbers from the Henry County Museum, attendance dropped from 3,631 in 2011 to 2,657 in 2012. It would appear that cultural tourism was not increased but the lodging tax increase makes us believe that awareness of recreational opportunities was increased.

Impact of Co-op Project The Cooperative Marketing Program allows us to double our efforts in advertising and number of visitors guides we distribute. As a result, we have an increase in lodging tax and a similar increase in sales tax revenue. It also allow us to explore new markets and new advertising methods that we could not afford on our own.

Outcome Effect on Future Marketing We will be doing less magazine advertising and explore more web based advertising. We are currently developing a 3 year tourism marketing plan and more of our dollars will go into sponsorships bringing folks to us through events as opposed to relying so heavily on advertising, particularly magazine advertising to draw visitors to our community.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: **13-03-033-55** DMO **Pulaski County Visitors Bureau**
Category: **Small Project Marketing-S/F** Project: **Small Market Fall 2012**
Primary Objectives 1. I-brochure to reach outer markets along with supplements other marketing placed through Madden Media inserts. 2. American Road magazine, national exposure targeting tourists interested in driving destinations. 3. Rural Missouri Life promotion of area events and taking advantage of issues covering regional stories.

Budget and Expenditures

	<u>State Dollars Reimbursed:</u>	\$1,579.50
<u>State Dollars Awarded:</u>	\$5,000.00	<u>Local Matching Dollars:</u>
		\$1,579.50
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>
		\$3,159.00

Marketing Activity Information

<u>Magazine Ads Placed</u> 3	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 14,632
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 1	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 25 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 75 %

Project Outcomes

Percentage Completed 32%

DMO Comments 1. I-brochure runs throughout the year and supplements placement of Madden Media inserts. 2. Placed four ads in American Road to promote Route 66. Increased driving tour brochure and audio tour downloads. 3. Placed nice ads in Rural Missouri and four ads in Missouri Life highlighting Pulaski County events and attractions. Event organizers reported increased attendance in vendors and attendees. Direct inquiries are low due to detailed information that they are able to obtain through our website and social media efforts. Most call in requests are from those that do not have computer knowledge.

Impact of Co-op Project We was an increase in Route 66 specific inquiries and requests for driving tour brochure and downloads of audio tour as we targeted the niche market through the Cooperative Marketing as well as other endeavors. We saw an increase in event attendance and vendor requests, as reported by event planners due to ad placements and in conjunction with statewide radio and increased social media campaign exposure.

Outcome Effect on Future Marketing Continue niche market placements and linking all marketing placements together increased awareness to partners to track where their inquiries come from.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-03-037-55 DMO City of Boonville Tourism Department

Category: Small Project Marketing-S/F Project: Event Billboards

Primary Objectives 1. Attract more attention to the billboards by more frequently changing the artwork. 2. Promote the largest events through a coordinated marketing effort that includes billboards, email blasts, website and print advertisements. 3. Count the number of people who acted based on the billboards by driving them to websites that are unique to the billboards.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$4,999.00	<u>State Dollars Reimbursed:</u>	\$3,789.96
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$3,789.96
		<u>Total Project Cost:</u>	\$7,579.92

Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 6	<u>Gross Impressions</u> 8,283,312
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 100 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 0 %

Project Outcomes

Percentage Completed 76%

DMO Comments 1. We believe the frequent artwork changes drew more attention to the billboards. The overall visits to our GoBoonville.com website increased 13% from 2011 to 2012 over the same 6 month period. 2. The coordination went very well with one exception. When the billboards for each event went up, there was a matching link on the GoBoonville.com home page. In addition, the events were highlighted in print advertising. 3. The results varied widely, with only four people going to GoBoonville.com/Steam and 88 people going to GoBoonville.com/Katy. Some of the difference can be accounted for by the amount of time each billboard was displayed. We are assuming that different audiences use different technology to plan their trips.

Impact of Co-op Project The billboard marketing project was a positive because we tried something new, measured the results and received financial assistance to do it. Measuring the response from any marketing effort is important and this project forced us to make measurement a higher priority. Our office received many positive comments about the billboards. It also helped the tourism staff coordinate marketing across the mediums, making sure that anyone seeing an ad or a billboard for an event would be driven to the website and immediately see a link for more information about that event.

Outcome Effect on Future Marketing The tourism commission and staff decided to keep the billboards, but change the artwork less frequently. This is mostly because we'd liked to use the money we spent on artwork changes on an additional billboard.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-03-039-44 DMO Lake of the Ozarks Tri-County Lodging Association
Category: Destination Advertising Project: Lake of the Ozarks Extend the Season Advertising Campaign
Primary Objectives 1. Extend our season. 2. Extend the length of the customers visit. 3. Increase awareness of the Lake through a professional public relations effort.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$90,131.00	<u>State Dollars Reimbursed:</u>	\$86,433.33
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$86,433.35
		<u>Total Project Cost:</u>	\$172,866.68

Marketing Activity Information

<u>Magazine Ads Placed</u> 27	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 20,267,400
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 5	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$4.31
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 4 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 96 %

Project Outcomes

Percentage Completed 96%

DMO Comments 1. The DMO was successful in extending the season with a 5.54% increase in lodging revenue comparing Sept 2011 thru May 2012, to Sept 2012 to May 2013, with a 3.03% reduction in available units inventory. 2. The DMO had an average stay of 2.8 nights from the advertising effectiveness study for FY13 compared to 4.4 night reported through the FY12 conversion study. However, the conversion study figure applied to those who inquired and had a higher affinity to visit the lake. 3. The measurement basis for the public relations firm is the editorial copy the DMO received as a result of the public relation firm's efforts. The public relations firm generated \$2,044,342 in advertising equivalency in FY13 compared to \$1,525,103 achieved in FY12. FY13 public relations performance improved by 34% compared to the corresponding FY12 period.

Impact of Co-op Project The DMO attained one of the lowest overall cost per inquiry figures at \$4.31. According to the Missouri Department of Revenue, general sales tax dollars reported in the three counties (Camden/Miller/Morgan) were up 1.81% or \$22,092,388 in a challenging economic environment. Lodging tax collections for FY13 in the three counties were ahead of FY12 by \$10,508 representing an additional \$350,257 in lodging revenues generated. According to the advertising effectiveness study conducted in FY13 the DMO received one of the highest ROIs in the state of Missouri at \$123 and one of the lowest cost per aware household figures in the state at \$0.26. TCLA and the LOTO Golf Council partner have an enhanced relationship and better understanding of how each partner cross sells and promotes one another.

Outcome Effect on Future Marketing The DMO will use the research from this project to change and improve advertising copy and visual art as well as media selection for future plans.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$865.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 25.90%	<u>Incremental Trips:</u> 40,800	<u>Dollars Spent per Trip:</u> \$865.00
<u>#Aware Households:</u> 1,100,000	<u>Incremental Room Nights:</u> 114,000	<u>Economic Impact:</u> \$35,000,000
<u>Increment Travel:</u> 3.70%		<u>Advertising \$\$ Spent:</u> \$288,000

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-03-050-56 DMO Clinton Tourism Association, Inc.
Category: Small Project Marketing-W/S Project: Cultural Tourism - Great People By Nature
Primary Objectives 1. Increase the cultural heritage tourism visitors to Clinton 2. Increase the number of in-state visitors to Clinton
3. Increase visitor's awareness of recreational and sporting opportunities in Clinton

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$3,445.00	<u>State Dollars Reimbursed:</u>	\$3,445.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$3,445.00
		<u>Total Project Cost:</u>	\$6,890.00

Marketing Activity Information

<u>Magazine Ads Placed</u> 5	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 457,590
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 12	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.10
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 3	<u>Instate Marketing</u> 60 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 40 %

Project Outcomes

Percentage Completed 100%

DMO Comments 1. We have two cultural heritage tourism measurements. Olde Glory Days, our four day festival built around July 4th increased this year from an estimated 10,000 normally to about 14,000 in 2013. The other measurement is through our Henry County Museum who had a slight decrease during the same time period from 1,576 to 1,484. 2. Through tracking visitors at the Visitor's Information Center the number of in-state visitors doubled from the same period of 2012 compared to 2013. 3. Our efforts to increase visitor's awareness of recreational and sporting opportunities in Clinton has not been successful this year. Overnight stays at Bucksaw Marina, dropped 8%. Attendance data provided by Katy Trail State Park indicates a considerable drop from 2012 to 2013 of 24%. However, that could be attributed to a considerably cooler and wetter spring in 2013 than the warm, early spring we had in 2012.

Impact of Co-op Project The Cooperative Marketing allows us to try new markets by doubling the amount of dollars we have to spend. This year we tried web advertising for the first time. We have been pleased with the results and will continue to pursue other web-based avenues. Google analytics tells us that our website visits have increased from January to June 2012 compared to January to June 2013 from 72,659 to 77,798 or a 7.07% increase.

Outcome Effect on Future Marketing We will continue to promote Truman Lake at Boat & Sport Shows, in fact we will be increasing in 2014 from three to four shows. We plan to continue with Missouri Life for a second year so we can build a comparison in a new (for us) market type (web). I will be looking for ideas on what to change to in 2015. Also, I think we want to work more closely with local groups/events other than our own to bring in cultural heritage visitors.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-04-038-44 DMO Springfield CVB
Category: Destination Advertising Project: Leisure Marketing Campaign
Primary Objectives 1. Increase total number of overnight visitors. 2. Increase website visitors. 3. Increase amount spent per trip.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$383,335.57	<u>State Dollars Reimbursed:</u>	\$376,613.95
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$376,613.96
		<u>Total Project Cost:</u>	\$753,227.91

Marketing Activity Information

<u>Magazine Ads Placed</u> 12	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 89,695,279
<u>Newspaper Ads Placed</u> 1	<u>Electronic Marketing</u> 10	<u>Inquiries Reported</u> 33,951
<u>Travel Insert Ads Placed</u> 1	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 367	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 24 %
<u>Radio Ads Placed</u> 260	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 76 %

Project Outcomes

Percentage Completed 98%

DMO Comments 1. Met, room demand increased 5.1% through October 2013. 2. Met, unique website visitors increased 9% through October 2013. 3. Not met. Spending per party decreased 10% from the \$616 reported in 2012 based on the 2013 Inquiry Conversion Study.

Impact of Co-op Project The Cooperative Marketing Program allows the Springfield CVB to conduct a significant advertising campaign each year that we would not have the budget to complete on our own. The matching funds allow us to use our dollars toward creative development to make more professional and effective advertisements. Ultimately, it is the goal of the CVB to drive incremental travel to Springfield and generate economic impact for the community. The Cooperative Marketing Program allows us to achieve those goals by creating a program to enable us to maximize our spend for the greatest return to the community and the state as a whole. We appreciate the opportunity to participate once again.

Outcome Effect on Future Marketing As traditional inquiries continue to decline, ads will drive potential visitors to the website and new mobile interface scheduled to launch in 2014.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 51.00%	<u>Visits Generated:</u> 17,387	<u>Total visitor expenditures:</u> \$9,600,000.00
<u>Inquiries Generated:</u> 33,951	<u>Dollars Spent per Trip:</u> \$550.00	<u>Return on Investment (ROI):</u> \$48.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$550.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: **13-04-043-44** DMO **Branson/Lakes Area Chamber of Commerce/CVB**
Category: **Destination Advertising** Project: **Spring/Summer Television**
Primary Objectives 1. Build national awareness and visitation. 2. Increase first time visitation. 3. Increase length of stay and per-party expenditures.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$407,294.05	<u>State Dollars Reimbursed:</u>	\$407,294.05
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$526,303.85
		<u>Total Project Cost:</u>	\$933,597.90

Marketing Activity Information

<u>Magazine Ads Placed</u>	0	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	68,409,000
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	537	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	2 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	98 %

Project Outcomes

Percentage Completed 100%

DMO Comments 1. Met, Exposure to Branson's ads increased intent to visit with 26% of respondents in the national markets stating they were more likely to visit after seeing our ads. 157K incremental trips were generated in national markets as a result of our paid advertising efforts. 2. Met, The incidence of first time visitors to Branson increased from 25.6% in 2012 to 26.2% in 2013. 3. Met, spending per party increased from \$949 in 2012 to \$986 in 2013. Length of stay increased from 3.76 in 2012 to 3.86 in 2013.

Impact of Co-op Project Funds received from the Cooperative Marketing Program provide a significant impact to the Branson CVB marketing efforts. Receiving these additional dollars allow the CVB to extend both the reach and frequency of our marketing message. The co-op funds enable us to extend our shoulder seasons, providing extra support in the critical spring time frame, helping to bolster spring break visitation and further prime the pump for summer travel to Branson. The co-op monies also allow the CVB to continue investing in opportunity markets and national cable, which provides a platform to invite new visitors who would likely not hear our message otherwise.

Outcome Effect on Future Marketing Results of the Ad Effectiveness Study prove there is still a place for national cable in our marketing efforts.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$994.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	26.80%	<u>Incremental Trips:</u>	405,000	<u>Dollars Spent per Trip:</u>	\$994.00
<u>#Aware Households:</u>	24,400,000	<u>Incremental Room Nights:</u>	1,900,000	<u>Economic Impact:</u>	\$403,000,000
<u>Increment Travel:</u>	1.70%			<u>Advertising \$\$ Spent:</u>	\$5,400,000

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-04-044-44 DMO Chamber of Commerce of Table Rock Lake/Kimberling City Area
Category: Destination Advertising Project: My Table Rock Lake
Primary Objectives 1. Increase number of incremental visits to Table Rock Lake area. 2. Increase incremental spending per party.
3. Increase number of visitors to the Table Rock Lake Chamber website.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$143,750.84	<u>State Dollars Reimbursed:</u>	\$142,157.25
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$142,157.25
		<u>Total Project Cost:</u>	\$284,314.50

Marketing Activity Information

<u>Magazine Ads Placed</u>	0	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	19,442,100
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	2,035	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	17 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	83 %

Project Outcomes

Percentage Completed 99%

DMO Comments 1. Increased number of incremental visits by 6.3%. 2. Increased incremental spending per party by 10.8%. 3. Increased number of visitors to the chamber website by 19.7%.

Impact of Co-op Project The Cooperative Marketing Program provides the only dollars available to us to promote the Table Rock Lake area. Each year, even as dollars have decreased, we still have been able to grow awareness of the lake as well as expand our reach to new visitors. Without this program our area would suffer economically.

Outcome Effect on Future Marketing We will continue to focus on the markets that continue to provide incremental visits to our area.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$1,022.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 25.80%	<u>Incremental Trips:</u> 47,200	<u>Dollars Spent per Trip:</u> \$1,022.00
<u>#Aware Households:</u> 458,900	<u>Incremental Room Nights:</u> 162,800	<u>Economic Impact:</u> \$48,238,400
<u>Increment Travel:</u> 10.00%		<u>Advertising \$\$ Spent:</u> \$284,315

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-04-054-56 DMO Carthage CVB
Category: Small Project Marketing-W/S Project: Spring in Carthage, MO
Primary Objectives 1. To increase overnight stays in Jasper County 2. Reach new markets inside and outside of Missouri 3. Increase awareness of Carthage and Jasper county and show an economic impact through tourism

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$5,000.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$5,598.78
		<u>Total Project Cost:</u>	\$10,598.78

Marketing Activity Information

<u>Magazine Ads Placed</u> 4	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 1,450,134
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 3	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.93
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 8 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 92 %

Project Outcomes

Percentage Completed 100%

DMO Comments 1. There was a decrease of approximately 1,482 room nights. We feel this decrease could be related to disaster/reconstruction visitor surplus in recent years and not necessarily correlated to marketing activities. 2. The increased traffic to the website demonstrates increased awareness in Carthage. In addition, Google analytics indicated an increase in direct traffic but a decrease in referral traffic. We feel that shows a positive response from increased print ads.

Impact of Co-op Project The Cooperative Marketing project greatly increased Carthage's ability to promote events nationally. We feel the calls that were fielded in the office showed an increase in specific interests that were defined in the ad campaigns. The actual pages visited on the website showed increased activity related to our calendar and specifically events listed in our ad campaign. We are excited by our first steps in a partnership with state ad campaigns.

Outcome Effect on Future Marketing We feel the positive response from Midwest Living was very encouraging for our campaign efforts. We plan to continue our relationship with the publication as well as explore options for other Midwest Living or Meredith products. Overall, we feel the relationship with American Road was a great opportunity for building communications, but not necessarily a return on investment opportunity. In the future, we will plan marketing projects with opportunities to actually see return on our website or build verbal recognition clues into our ads so that we may recognize publications that inspired callers. The plan will not be include American Road, but will include Madden Media in efforts to get more demonstrative return on investment.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-05-004-11 DMO City of Sikeston d/b/a Sikeston CVB
Category: Leisure Travel Marketing Project: Scott County LTM 2013
Primary Objectives 1. Increase inquiry counts by 5% 2. Increase number of visitors to website by 2% 3. Increase Scott County lodging tax receipts

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$21,262.50	<u>State Dollars Reimbursed:</u>	\$19,839.22
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$19,839.23
		<u>Total Project Cost:</u>	\$39,678.45

Marketing Activity Information

<u>Magazine Ads Placed</u> 5	<u>Billboards Leased</u> 2	<u>Gross Impressions</u> 29,583,883
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 8	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 2	<u>Brochures Distributed</u> 5,000	<u>Cost Per Inquiry</u> \$1.01
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 19 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 81 %

Project Outcomes

Percentage Completed 93%

DMO Comments 1. Inquiry counts increase of 5% was not met. 2. Website visitor increased by 30% over prior year. 3. Scott County lodging tax receipts increased .07%.

Impact of Co-op Project

Outcome Effect on Future Marketing Print media campaign has been totally redesigned to encompass new publications with electronic media components, relocated billboards, greater investment in SEM Program and hiring new graphic design firm to assist with branding and message.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-05-015-11 DMO City of Ste. Genevieve Tourism Dept.
Category: Leisure Travel Marketing Project: Discover Ste. Genevieve
Primary Objectives 1. Increase taxable sales with tourism related dollars. 2. Increase the number of visitors/tourists. 3. Increase the number of overnight stays.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$24,779.84	<u>State Dollars Reimbursed:</u>	\$23,968.53
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$23,968.54
		<u>Total Project Cost:</u>	\$47,937.07

Marketing Activity Information

<u>Magazine Ads Placed</u> 34	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 13,597,564
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 9 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 91 %

Project Outcomes

Percentage Completed 97%

DMO Comments 1. Met, increased sales tax collection by 21%. 2. Did not meet, by a factor of .02%. 3. Met, increase of the number of overnight stays as evidenced by the increase in the collection of the lodging tax. Total taxes collected increased by 6.5%, while room rates remained static for the period.

Impact of Co-op Project The Ste. Genevieve DMO was able to successfully advertise to active leisure travelers primarily in out of state markets through the funds provided by the MDT Cooperative Marketing Program, matching the state grant funds with our local budget for tourism marketing and increasing our lodging taxes collected. Through careful ad placement and integration into a comprehensive marketing plan, these funds are being leveraged and supported by other local sources of marketing dollars, including city and county budgets, lodging tax collection and alternative grant sources to create the maximum economic impact for the Ste. Genevieve region as an important cultural, historic and recreational tourism destination.

Outcome Effect on Future Marketing We are currently reevaluating the selection of print ads/publications for co-op grant funds. Also we seek to balance out our co-op marketing program with other sources of funding to cover other types of ad campaigns such as online, brochures, radio, billboards and social media.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-05-016-11 DMO Cape Girardeau Chamber of Commerce/CVB
Category: Leisure Travel Marketing Project: Only in Cape Girardeau
Primary Objectives 1. Continue to build awareness of Cape Girardeau as a travel destination market. 2. Grow the lodging and restaurant tax collections by 5% as compared to FY12. 3. Increase the length of visitor stay and amount of spending while in our community.

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$42,109.46
<u>State Dollars Awarded:</u>	\$43,696.75	<u>Local Matching Dollars:</u>	\$42,109.49
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$84,218.95

Marketing Activity Information

<u>Magazine Ads Placed</u> 21	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 11,111,672
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 4	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 2	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$2.93
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 30 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 70 %

Project Outcomes

Percentage Completed 96%

DMO Comments 1. In FY13, \$251,981.02 was spent in sales, marketing and advertising categories to continue to build awareness; a 9% increase versus FY12. 2. Exceeded goal; actual lodging and restaurant taxes were up 8.30% versus FY12. 3. New tourism development and events have led to an increase in multiple overnight stays.

Impact of Co-op Project MDT's cooperative marketing support provided increased reach and frequency for the Cape Girardeau Convention and Visitor Bureau's marketing efforts.

Outcome Effect on Future Marketing We are analyzing the data collected and expect to continue to shift marketing dollars from print to digital in coming campaigns.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-05-032-55 DMO Rolla Area Chamber of Commerce & Visitor Center
Category: Small Project Marketing-S/F Project: Leisure Group Travel
Primary Objectives 1. To increase the number of inquiries and requests for information. 2. To increase traffic to VisitRolla.com.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$3,449.75	<u>State Dollars Reimbursed:</u>	\$3,234.35
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$3,234.35
		<u>Total Project Cost:</u>	\$6,468.70

Marketing Activity Information

<u>Magazine Ads Placed</u> 3	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 135,073
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 1	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 10 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 90 %

Project Outcomes

Percentage Completed 94%

DMO Comments 1. With a substantial increase in website visits during the grant period, we can assume that this project had a positive impact on our website traffic. 2. The number of leads generated from the ads increased over the last year.

Impact of Co-op Project The project increased website traffic and the ads selected increased our reader service leads. Rolla was featured in an edition of InSite (Leisure Group Travel e-newsletter) as a result of our advertising.

Outcome Effect on Future Marketing Rolla will continue to advertise in the Group Travel Directory and the Group Tour Magazine, but may reconsider a different approach for the banner ad.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Media

DMO Information

Contract #: 13-03-021-88 DMO Jefferson City CVB

Project: Public Relations You'll Feel the History Public Relations Campaign - FY13

Primary Objectives 1. To distribute 50 communications to travel journalists and meet with 60 travel journalists. 2. To generate approximately 15 travel writer visits to Jefferson City and surrounding area. 3. To obtain \$165,000 in unpaid positive media exposure for Jefferson City (Cole County).

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$18,470.00	<u>State Dollars Reimbursed:</u>	\$18,469.99
<u>Revisions:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$18,470.01
		<u>Total Project Cost:</u>	\$36,940.00

Marketing Activity Information

<u>Media Releases Distributed</u>	4	<u>Sales Mission Completed</u>	10
<u>Press Tours Hosted, Group</u>	1	<u>Media Queries Initiated</u>	108
<u>Press Tours Hosted, Individual</u>	7	<u>Photos and Videos Distributed</u>	4
<u>Media Marketplaces Attended</u>	4	<u>Press Kits Distributed</u>	0
<u>Instate Marketing</u>	20 %		
<u>Out of State Marketing</u>	80 %		

Project Outcomes

Percentage Completed 100%

Did Project Achieve Objectives? Significantly

DMO Comments We distributed four quarterly news releases to 185 targeted media outlets and freelance travel journalists. We distributed four videos in four different releases to 1090 journalists. We met with 109 travel journalists which exceeded our goal of 60. We made 101 media contacts which exceeded our goal 50. We hosted nine journalists on press trips primarily journalists who had never been on a press trip to Jefferson City before. Finally, we doubled our goal of ad equivalency met which provided positive media exposure.

Impact of Co-op Project The FY13 PR campaign was quite similar to the FY12 campaign. Each PR component was selected based up on past results. Our overall goal was to broaden our PR marketing efforts with editorial coverage that would reach our customers in geographic markets as well as expand our reach through online publications, websites and bloggers. Our PR efforts allow us to continue to feature the historic MSP which has captured the attention of state, regional and national media.

<u>Total Stories Attributable to the Project</u>	52	<u>Total Ad Equivalency</u>	\$381,712
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FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Media

DMO Information

Contract #: 13-03-028-88 DMO Lake of the Ozarks Tri-County Lodging Association

Project: Public Relations Lake of the Ozarks FY13 Public Relations Campaign

Primary Objectives 1. Pitch LOTO as a leisure destination to 250 travel, outdoor and/or feature journalists. 2. Host 38 journalists on press tours to get increased positive media exposure and more visitors. 3. Receive a minimum of a 15 to 1 return on PR investment determined by ad equivalency.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$50,000.00	<u>State Dollars Reimbursed:</u>	\$49,999.99
<u>Revisions:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$50,000.01
		<u>Total Project Cost:</u>	\$100,000.00

Marketing Activity Information

<u>Media Releases Distributed</u>	21	<u>Sales Mission Completed</u>	10
<u>Press Tours Hosted, Group</u>	3	<u>Media Queries Initiated</u>	159
<u>Press Tours Hosted, Individual</u>	14	<u>Photos and Videos Distributed</u>	2
<u>Media Marketplaces Attended</u>	9	<u>Press Kits Distributed</u>	1
<u>Instate Marketing</u>	20 %		
<u>Out of State Marketing</u>	80 %		

Project Outcomes

Percentage Completed 100%

Did Project Achieve Objectives? Significantly

DMO Comments We exceeded our goal of 250 media contact by 62%, we made 403 media contacts. 2. We received increased positive exposure from press trip participants in comparison to FY12. Our ROI was 22 to 1, which exceeded our expectations. 3. One of our top three goals was to receive a 15 to 1 ROI on our PR investment. We actually received a 20 to 1 ROI, with an ad value of \$6,000,000 due to a credibility multiplier of 3 to 1.

Impact of Co-op Project The Co-op funds we received allowed our PR campaign to receive media exposure in important markets and in media outlets that were not included in our advertising/marketing budget, because we did not have the funds to be there. Positive, believable media coverage built awareness of the Lake as a travel destination and promoted increased visitation and travel expenditures.

<u>Total Stories Attributable to the Project</u>	410	<u>Total Ad Equivalency</u>	\$2,044,342
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Individual Contract Data for Projects Targeting the Convention Planner

DMO: CVB of Greater Kansas City

Project Name FY13 KC Convention Marketing

Category Convention Marketing

Contract # 13-01-014-33

Award Amount \$50,000.00 **Payments Local Funds** \$49,116.26

Total Reimbursement \$49,116.24 **Other CVM Expenditures** \$227,916.01

% Completed 98% **Total CVM Expenditures** \$326,148.51

Magazine Ads Placed 18

Tradeshows Attended 0

Printed Materials Distributed 0

Other Marketing Activity 0

Primary Objectives 1. Research and planning; Watkins research, create shared goals with stakeholders, ID lost business. 2. Attract new meetings and conventions to KC. 3. Build brand awareness of a positive destination brand identity for KC in the MP community.

Did Project Achieve Objectives

Explanation 1. Research report showed weakness in awareness which lead to creative changes in new campaign. 2. Total number of meetings and conventions decreased; however, the city hosted several high profile events including the MLB All Star Game. Attracted La Raza and VFW conventions. 3. Research study results showed an increase in favorable reaction to KC as a meeting destination; however, distance from airport and space availability perception are areas in which we can improve.

Conventions Booked 218 **Meetings Booked** 0 **Total Bookings** 218

Room Nights Generated 256,005

Economic Impact \$189,236,328

ROI for Every Dollar Spent: \$1,926.41

Method of Calculation We use a calculator provided by DMAI. The Economic Impact is calculated via 4 different formulas based on the number of booths, exhibits and excess attendance.

Effect on Future Marketing Specifically, we will examine publications and media choices for convention. We are heavy in print and for FY14 changed our creative to showcase our convention sales team using half page spread ads.

Previous Year Bookings 216

Previous Year Economic Impact \$210,867,707

Individual Contract Data for Projects Targeting the Convention Planner

DMO: St. Louis CVC

Project Name FY13 Meetings & Conventions Trade Advertising

Category Convention Marketing

Contract # 13-02-011-33

Award Amount \$50,000.00 **Payments Local Funds** \$52,662.00

Total Reimbursement \$50,000.00 **Other CVM Expenditures** \$202,760.00

% Completed 100% **Total CVM Expenditures** \$305,422.00

Magazine Ads Placed 26

Tradeshows Attended 0

Printed Materials Distributed 0

Other Marketing Activity 0

Primary Objectives 1. Increase meeting and convention related hotel room nights by 3.5% over FY12. 2. Increase sales leads generated by the CVC's meeting and convention marketing efforts by 5%. 3. Utilize the "Meeting Guru" campaign to build awareness for St. Louis' improved meetings package.

Did Project Achieve Objectives

Explanation 1. Meeting related hotel room nights increased from 486,345 during FY12 to 539,551 during FY13, more than a 10% increase. 2. While FY13 sales leads did not increase over FY12, the conversion from sales lead to booked room nights increased by 3% overall. 3. The "Meeting Guru" campaign helped to generate attendance and excitement for MPI-WEC held in St. Louis in July and helped to build awareness of St. Louis' improved meetings package.

Conventions Booked 387 **Meetings Booked** 0 **Total Bookings** 387

Room Nights Generated 539,551

Economic Impact \$438,440,740

ROI for Every Dollar Spent: \$4,270.72

Method of Calculation Out of town meeting attendance is multiplied by \$1036 (DMAI's established average delegate spending) and in town meeting attendance is multiplied by \$100 (locally estimated average spending.)

Effect on Future Marketing The increase in meeting attendance and direct spending is reflective of both an improving economy and the success of the CVC's sales and marketing strategies. The CVC will continue to evaluate its ad campaign and M&C media plan for cost efficiencies and effective reach of the meeting planner audience, and will build upon the campaign's momentum by expanding into more digital media opportunities.

Previous Year Bookings 402

Previous Year Economic Impact \$422,405,116

Individual Contract Data for Projects Targeting the Convention Planner

DMO: City of St. Charles Tourism Department

Project Name Greater St. Charles Convention Marketing

Category Convention Marketing

Contract # 13-02-018-33

Award Amount \$33,603.50 **Payments Local Funds** \$31,869.30

Total Reimbursement \$31,869.30 **Other CVM Expenditures** \$71,109.32

% Completed 95% **Total CVM Expenditures** \$134,847.92

Magazine Ads Placed 16

Tradeshows Attended 11

Printed Materials Distributed 562

Other Marketing Activity 0

Primary Objectives 1. Achieve guest room revenue goal of \$3,700,000. 2. Increase convention guest room bookings 5.5%. 3. Increase contacts made at tradeshows by 10%.

Did Project Achieve Objectives

Explanation 1. We exceeded this goal by .09%. 2. We did not meet this goal. 3. We exceeded this goal by 2%.

Conventions Booked 90 **Meetings Booked** 146 **Total Bookings** 236

Room Nights Generated 25,993

Economic Impact \$18,985,807

ROI for Every Dollar Spent: \$297.87

Method of Calculation \$364 per room night and \$244.28 x 1.5 persons for food, travel and miscellaneous.

Effect on Future Marketing State funding is necessary for us to continue promoting our area and St. Charles county as well since the cities budget continues to tighten. We must continue to branch out into website, leaderboard and other venues as well as print ads and tradeshows to continue reaching potential clients.

Previous Year Bookings 575

Previous Year Economic Impact \$14,078,415

Individual Contract Data for Projects Targeting the Convention Planner

DMO: City of Columbia CVB

Project Name Go Columbia Convention Co-op Campaign FY13

Category Convention Marketing

Contract # 13-03-024-33

Award Amount \$17,507.50 **Payments Local Funds** \$17,332.00

Total Reimbursement \$17,332.00 **Other CVM Expenditures** \$164,644.00

% Completed 99% **Total CVM Expenditures** \$199,308.00

Magazine Ads Placed 16

Tradeshows Attended 0

Printed Materials Distributed 0

Other Marketing Activity 0

Primary Objectives 1. Demonstrate an increase in meeting bookings for the months of mid May through September and November. 2. Create an awareness of Columbia among the decision making bodies of associations. 3. Maintain or exceed a production goal of 20,000 room nights booked by the CVB in FY12.

Did Project Achieve Objectives

Explanation 1. In measuring these two time periods, representing Columbia's shoulder seasons, we find an increase in the number of bookings, room nights generated and economic impact from FY11/12 to FY12/13. 2. Met, Columbia saw a 46% increase in the number of association meetings booked in FY12/13 over FY11/12. 3. Met, significantly more than 20,000 room nights were booked by the CVB in FY13.

Conventions Booked 262 **Meetings Booked** 0 **Total Bookings** 262

Room Nights Generated 44,840

Economic Impact \$14,527,570

ROI for Every Dollar Spent: \$419.10

Method of Calculation Economic impact is calculated as follows: \$68.50 times number of attendees plus \$73.57 times number of room nights equal total economic impact.

Effect on Future Marketing In general, these results indicate that we are on the right path with our current marketing projects. We will most likely continue in a similar plan, with some small adjustments, possibly substituting some tradeshows for others to see how the results vary.

Previous Year Bookings 241

Previous Year Economic Impact \$14,262,727

Individual Contract Data for Projects Targeting the Convention Planner

DMO: Lake of the Ozarks Tri-County Lodging Association

Project Name Lake of the Ozarks Convention Marketing Campaign

Category Convention Marketing

Contract # 13-03-027-33

Award Amount \$10,677.00 **Payments Local Funds** \$8,141.82

Total Reimbursement \$8,141.81 **Other CVM Expenditures** \$0.00

% Completed 89% **Total CVM Expenditures** \$16,283.63

Magazine Ads Placed 1

Tradeshows Attended 6

Printed Materials Distributed 0

Other Marketing Activity 0

Primary Objectives 1. To extend our season. 2. To generate in excess of \$52 million dollars in accommodation facility revenues. 3. To ensure the continuance of a strong group, convention, reunion, sports and golf mix at the Lake.

Did Project Achieve Objectives

Explanation 1. Through our convention marketing efforts and presence at tradeshows, we were able to secure an additional 5,095 room nights during our non-peak season. 2. Our objective of exceeding \$52 million dollars in accommodation facility revenues was not met by a mere 1%. 3. We were able to participate in face to face meetings with planners from all areas of group business that would not have been possible without our presence at tradeshows.

Conventions Booked 1 **Meetings Booked** 3 **Total Bookings** 4

Room Nights Generated 5,095

Economic Impact \$514,500

ROI for Every Dollar Spent: \$31.60

Method of Calculation Multiplied out of town attendance by \$75 spent per person per day.

Effect on Future Marketing Tradeshows will be evaluated for cost efficiency and effective reach of the meeting planner audience and we will use this information to create future convention marketing plans to generate additional business in our non-peak season.

Previous Year Bookings 1

Previous Year Economic Impact \$376,425

Individual Contract Data for Projects Targeting the Convention Planner

DMO: Springfield CVB

Project Name Convention Marketing

Category Convention Marketing

Contract # 13-04-005-33

Award Amount \$41,096.02 **Payments Local Funds** \$41,318.01

Total Reimbursement \$41,096.02 **Other CVM Expenditures** \$240,250.80

% Completed 100% **Total CVM Expenditures** \$322,644.83

Magazine Ads Placed 10

Tradeshows Attended 8

Printed Materials Distributed 0

Other Marketing Activity 0

Primary Objectives 1. Book 15,000 room nights from the Convention Cooperative Marketing Project. 2. Book 8,000 room nights from the regional and national association market. 3. Book 35,000 room nights from other market segments.

Did Project Achieve Objectives

Explanation 1. Met, booked 20,040 room nights. 2. Met, booked 8,680 room nights. 3. Met, booked 38,900 room nights.

Conventions Booked 22 **Meetings Booked** 5 **Total Bookings** 27

Room Nights Generated 20,040

Economic Impact \$8,140,500

ROI for Every Dollar Spent: \$98.80

Method of Calculation Attendee expenditure is based on number of attendees times number of days times \$150 per day. 18,090 attendees times 3 days times \$150 equal \$8,140,500.

Effect on Future Marketing We measure each component's success as we continue to receive results for future planning.

Previous Year Bookings 31

Previous Year Economic Impact \$9,360,000

Individual Contract Data for Projects Targeting the Convention Planner

DMO: Branson/Lakes Area Chamber of Commerce/CVB

Project Name Convention Print Media

Category Convention Marketing

Contract # 13-04-017-33

Award Amount \$50,000.00 **Payments Local Funds** \$54,915.00

Total Reimbursement \$50,000.00 **Other CVM Expenditures** \$258,844.95

% Completed 100% **Total CVM Expenditures** \$363,759.95

Magazine Ads Placed 26

Tradeshows Attended 0

Printed Materials Distributed 0

Other Marketing Activity 0

Primary Objectives 1. To increase visitation to the Branson/Lakes Area. 2. To increase first time visitors as a percentage of the visitor profile. 3. To increase the average spent per visitor via a longer stay and/or attracting a more affluent guest.

Did Project Achieve Objectives

Explanation 1. The meeting and convention market increased from 2012 and represented approximately 118,654 room nights for this time period. 2. A recent research study conducted by H2R Marketing reported that 22% of convention attendees were first time visitors. 3. This same H2R study shows that meetings and convention attendees spend more per party than the traditional Branson visitor, but stay an average of three nights. Typical Branson visitor stays four.

Conventions Booked 468 **Meetings Booked** 723 **Total Bookings** 1191

Room Nights Generated 118,654

Economic Impact \$22,900,222

ROI for Every Dollar Spent: \$218.27

Method of Calculation 118,654 room nights times \$193 (to include average room rate of \$104, average F&B spend of \$67 and average entertainment spend of \$22).

Effect on Future Marketing It will determine the amount of advertising we place in FY2014 and beyond. We will also determine what channels are the most effective as meeting planners are using different software platforms to book their meetings.

Previous Year Bookings 1023

Previous Year Economic Impact \$21,326,959

Marketing Destinations through the Amateur Sports Marketing Category

DMO: City of Independence - Tourism Department

Project Name Independence Amateur Sports Marketing

Category Amateur Sports Marketing

Contract # 13-01-013-34

Award Amount \$25,000.00 **Payments Local Funds** \$13,210.96

Total Reimbursement \$13,210.95 **Other CVM Expenditures** \$0.00

% Completed 53% **Total CVM Expenditures** \$26,421.91

Magazine Ads Placed 7

Printed Materials Distributed 0

Tradeshows Attended 1

Other Marketing Activity 0

Primary Objectives 1. Increase the number of sports events booked in Independence as reported through the Independence. 2. Increase the number of overnights booked in these markets as determined by the participating hotel. 3. Increase the amount of additional direct spending as reported by the above participating partners.

Did Project Achieve Objectives

Explanation 1. Met, we booked three new events that were held in 2013. 2. Met, sleeping room rentals by sports teams increased due to the new events that were held in 2013. 3. Met, our ability to book new business in Independence caused the amount of direct spending to increase as well.

Sporting Events Booked 14

Room Nights Generated 10,600

Economic Impact \$2,825,000

Method of Calculation NASC Calculator

ROI for Every Dollar Spent \$106.92

Effect on Future Marketing We have come to the conclusion that our marketing dollars are going to be best spent sponsoring events that want to come to Independence as well as going to more targeted tradeshows. We are finding that the reverse tradeshow model is the most effective for us and we have participated in two additional shows in FY13 that have been very lucrative for us. In addition we are making more face to face contact with the planners through visits to their events and hosting them in Independence.

Previous Year Bookings 3

Previous Year Economic Impact \$1,500,000

Marketing Destinations through the Amateur Sports Marketing Category

DMO: City of St. Charles Tourism Department

Project Name Greater St. Charles Amateur Sports Marketing

Category Amateur Sports Marketing

Contract # 13-02-019-34

Award Amount \$16,090.36 **Payments Local Funds** \$15,935.38

Total Reimbursement \$15,935.34 **Other CVM Expenditures** \$68,031.26

% Completed 99% **Total CVM Expenditures** \$99,901.98

Magazine Ads Placed 12

Printed Materials Distributed 280

Tradeshows Attended 3

Other Marketing Activity 0

Primary Objectives 1. Increase sports guest room bookings by 5%. 2. Achieve sports guest room revenue of \$675,000. 3. Add three new amateur sports events.

Did Project Achieve Objectives

Explanation 1. With a 69.8% increase we surpassed our goal. 2. Guest room revenue was \$1,209,943.75 so we also exceeded this goal. 3. Added seven new amateur sports events so this goal was exceeded also.

Sporting Events Booked 104

Room Nights Generated 11,075

Economic Impact \$10,031,691

Method of Calculation NASC calculates that there are 3.2 persons per room for each event. There were 11,075 rooms booked during 2012/13 fiscal year. We are using the formula of \$124.10 per room and \$244.28 per person for food, travel and other expenses.

ROI for Every Dollar Spent \$314.76

Effect on Future Marketing We will continue to use the co-op funds to explore and expand on new markets as well as continue to promote our area and venues to our current market. We also continue promoting all events that can be hosted throughout the entire county.

Previous Year Bookings 97

Previous Year Economic Impact \$5,810,750

Marketing Destinations through the Amateur Sports Marketing Category

DMO: Springfield CVB

Project Name Amateur Sports Marketing

Category Amateur Sports Marketing

Contract # 13-04-006-34

Award Amount \$8,903.97 **Payments Local Funds** \$8,962.80

Total Reimbursement \$8,903.97 **Other CVM Expenditures** \$80,300.00

% Completed 100% **Total CVM Expenditures** \$98,166.78

Magazine Ads Placed 5

Printed Materials Distributed 0

Tradeshows Attended 4

Other Marketing Activity 0

Primary Objectives 1. Book 10,000 room nights form the Sports Cooperative Marketing project. 2. Book 15,000 room nights form the Sports Market. 3. Book 33,000 room nights from Other Market Segments.

Did Project Achieve Objectives

Explanation 1. Met, 11,145 room nights booked. 2. Met, 20,611 room nights booked. 3. Met, 34,830 room nights booked.

Sporting Events Booked 9

Room Nights Generated 11,145

Economic Impact \$5,715,000

Method of Calculation Attendee expenditure is based on number of attendees times number of days times \$150 per day. 12,700 attendees times 3 days times \$150 equals \$5,715,000.

ROI for Every Dollar Spent \$319.87

Effect on Future Marketing We will continue to evaluate components of this project as we continue to see results which will aid in future project planning.

Previous Year Bookings 14

Previous Year Economic Impact \$6,300,000

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-02-047-99 DMO Missouri's Civil War Heritage Foundation, Inc.
Category: Civil War 150 Promotion Project: Gray Ghost Trail Magazine Advertising
Primary Objectives

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$850.00	<u>State Dollars Reimbursed:</u>	\$850.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$850.00
		<u>Total Project Cost:</u>	\$1,700.00

Marketing Activity Information

<u>Magazine Ads Placed</u>	1	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	0
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	100 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	0 %

Project Outcomes

Percentage Completed 100%

DMO Comments The measure of responsiveness to our full page MO Life ad is two fold. Online visitation to our partner civilwartraveler.com and tourism literature requests we received through that source. Because of MO Life's subscription base we can only measure response by reference to Missourian's interest as reflected through these sources. So measured the ad itself appears to have had minimal impact. Subsequent and additional events, however have had a marked impact on public interest.

Impact of Co-op Project See visitation description.

Outcome Effect on
Future Marketing

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	<u>Visits Generated:</u>	<u>Total visitor expenditures:</u>
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u>	<u>Return on Investment (ROI):</u>
<u>Advertising Recall:</u>	<u>Incremental Trips:</u>	<u>Dollars Spent per Trip:</u>
<u>#Aware Households:</u>	<u>Incremental Room Nights:</u>	<u>Economic Impact:</u>
<u>Increment Travel:</u>		<u>Advertising \$\$ Spent:</u>

FY2013 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

DMO Information

Contract #: 13-02-048-99 DMO Mark Twain Home Foundation

Category: Civil War 150 Promotion Project: Mark Twain's Retreat

Primary
Objectives

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$4,750.00	<u>State Dollars Reimbursed:</u>	\$4,750.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$9,379.21
		<u>Total Project Cost:</u>	\$14,129.21

Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 85,000
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 85,000	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 40 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 60 %

Project Outcomes

Percentage Completed 100%

DMO Comments Museum attendance increased by more than 2% this year. The Civil War program we offered was free and open to the public, so these performances increased attendance slightly higher, by approximately 5%. Comments were always favorable regarding "Mark Twain's Retreat", the Civil War performance we created specifically for the sesquicentennial.

Impact of Co-op Project Based on comparison of ticket sales of previous year and head counts of those who came solely for the free Civil War performance.

Outcome Effect on
Future Marketing

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	<u>Visits Generated:</u>	<u>Total visitor expenditures:</u>
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u>	<u>Return on Investment (ROI):</u>
<u>Advertising Recall:</u>	<u>Incremental Trips:</u>	<u>Dollars Spent per Trip:</u>
<u>#Aware Households:</u>	<u>Incremental Room Nights:</u>	<u>Economic Impact:</u>
<u>Increment Travel:</u>		<u>Advertising \$\$ Spent:</u>